

APPENDIX – AE21

MANONMANIAM SUNDARANAR UNIVERSITY

Tirunelveli-627012

Directorate of Distance and Continuing Education

M.A. Mass Communication and Journalism

(Effective from the Academic Year 2016-2017 onwards)

Eligibility Norms for Admission: Any individual with a Bachelor's degree in any subject from a recognized Indian or foreign university is eligible to apply.

Passing Minimum	:	50 Marks
Maximum Marks	:	100 Marks
Exam Hours	:	3 Hours
Course duration	:	2 Years

FIRST YEAR

	Title	Credits
Paper I	Fundamentals of Journalism and Mass Communication	8
Paper II	Reporting	8
Paper III	Editing	8
Paper IV	Indian Constitution and Press Laws	8

SECOND YEAR

	Title	Credits
Paper V	Advertising and Public Relations	8
Paper VI	Communication Research	8
Paper VII	Writing for Media	8
Paper VIII	Communication for Development	8
Paper IX	Project : Lab Journal/ Case Study Report/ Translation/ Television News Script	8
	Total No. of Credits	72

PAPER I: FUNDAMENTALS OF JOURNALISM AND MASS COMMUNICATION

UNIT I: Definition of Journalism: Nature, Scope, Functions. Role of Press in Democracy, Principles of Journalism, Kinds of Journalism.

UNIT II: Press in India: A brief review of the evolution of Indian Press-Origin, growth and development of Journalism in Tamilnadu. Major Newspapers of Tamilnadu and Recent Trends

UNIT III: Communication- Definition, Nature, Scope, Purpose. Process of Communication. Functions of Communication. Uses of Communication & Kinds of Communication

UNIT IV: Basic models of Communication -Linear, Non-linear models. Theories of Communication-Hypodermic Needle Theory, Two-step & Multi-step Theory & Uses and Gratification theory.

UNIT V: Media for Mass Communication: Print media, Electronic media- Radio, Television and New Media

BOOKS FOR REFERENCE:

1. Arthur Asa Berger, Essentials of Mass Communication Theory, Sage Publications, Inc
2. Mcquail Denis, Mass Communication, Theory, Sage Publication., London.
3. Agee Emery & amp; Ault, An introduction to Mass Communication, Harper Raw, Newyork.
4. Defleur M. L. Everette, Dannis, understanding, Mass-Communication Goyal Sa , New Delhi.
5. Parathasarathy Basic Journalism
6. Lynette Sheridan Burns, Understanding Journalism
7. Helen Sissols Practical Journalism How to Write News

PAPER II: REPORTING

UNIT I: News: Definitions, News Values, Sources of News. News Structure.

UNIT II: Methods of writing a news story. Principles of news writing. Traits of a Reporter.

- UNITIII:** Reporting: reporting techniques - qualities of a reporter - news-elements, pitfalls and problems in reporting - attribution - off-the-record - embargo - pool reporting, follow-up.
- UNITIV:** Reporting - crime, courts, health, civil administration, civic society, culture, politics, education beats.
- UNIT V:** Interviewing, – kinds, purposes, techniques. Interpretative, Investigative Reporting

BOOKS FOR REFERENCE:

1. Harris J. Leiter & S. Johnson, The complete Reporter MacMillan Publication, New York.
2. Hodgson F. W. Modern Newspapers practice Heinemann London,
3. Pooter Bruce & Ferris Practice and Journalism Prentice Hall, New Jercoy,
4. Mollenhoff Clark R. Investigative Reporting Macmillan Publication, New York,
5. Mansfield F. J. Mansfield's complete Journalist - A study of the Principles and Practice of Newspaper Making,

PAPER III: EDITING

- UNIT I:** Newspaper Organization- Operations. Functions and Duties of the Editorial Departments.
- UNIT II:** Need and Purpose of Editing. Principles of Editing: Print and Electronic media.
- UNITIII:** Duties and Responsibilities of Editor. News Editor. Chief Sub Editor. Sub Editor.
- UNITIV:** Headlines: Kinds of Headlines, Functions of Headlines, Headline writing and Unit Count.
- UNIT V:** Introduction to Typography. Graphic Arts. Importance and Methods.

BOOKS FOR REFERENCE:

1. Bruce H Westley, *News Editing*, Oxford and IBH
2. Berner Thomas, *Editing*, Hold Rinehart and Winston, Nework
3. Butcher Judith *Copy Editing* Cambridge London

4. Evans H. News Headlines, N.C. for T. J. , New Delhi
5. George T.J.S. Ed.mg, IIMC , New Delhi
6. Gebson MartinL Editing in the Electronic Era, Prentice Hall Newyork,
7. Rogers Jeoffery, Editing for Print, Macdonald & Co., London

PAPER IV: INDIAN CONSTITUTION AND PRESS LAWS

- UNIT I:** Indian Constitution: Preamble, Salient features, Fundamental Rights and Duties. Directive Principles of State Policy.
- UNIT II:** Freedom of Speech and Expression: Article 19(1) (a) and Article 19(2). Concept of Freedom of Press. Press as a Fourth Estate. Press during Emergency.
- UNIT III:** Media Laws: Defamation-Slander, libel, Sedition, Obscenity, Censorship and Contempt of Court.
- UNIT IV:** Media Acts: Official Secrets Act, Working Journalists Act of 1955, Parliamentary Proceedings and Privileges, The Press and Registration of Books.
- UNIT V:** Press Council of India, Press Commissions of India. Right to Information Act , IT Act.

BOOKS FOR REFERENCE:

1. Ravi Prakash and Premlata Sharma, *Constitution Fundamental Rights and Judicial Activism in India*, Mangal Deep,1997.
2. Durga Das Basu, *Constitutional Law of India*, Prentice Hall of India,1991.
3. Durga Das Basu, Constitutional law of writing
4. Ambrish Saxera, Right to Information and Freedom of Press
5. R.K. Ravindran, Press in the Indian Constitution

SECOND YEAR

PAPER V: Advertising and Public Relations

- UNIT I:** Evolution and growth of advertising –definitions of advertising – classification of advertising –national and global advertising.
- UNIT II:** Advertising Objectives, Advertising campaigns, Advertising Agency, Budget

UNIT III: Advertising Media, Media Planning and Scheduling, Advertising Effectiveness, Regulations of Advertising in India.

UNIT IV: Nature and Scope of Public Relations. Qualifications and responsibilities of a Public Relations Officer. Difference between Publicity, Public Opinion, Propaganda and Public Relations.

UNIT V: House Journals, Corporate Communication. Professional Organizations in Public Relations.

BOOKS FOR REFERENCE:

1. Borden & Marshall, Advertising Management, Taraporewala,
2. Burke J. D., Advertising in the Market Place McGraw Hill
3. Wright Warner, Advertising, McGraw Hill
4. Gloag J.C. Advertising in Modern Life Heinaman
5. Chavahan J. S. and Mulhan P. N., Essentials of Advertising Oxford and IBH Publication
6. Black Sam, Practical Public Relation, Pitman, 1976
7. Cutlip and Centre: Effective Public Relation, Prentice Hall, 1982
8. Ghosh Subir, Public Relations Today, Rupa, Calcutta.
9. Jethwani, Verma, Sarkar : Public Relations : Concept, Strategies, Tools Sterling, New Delhi, 1994.

PAPER VI: COMMUNICATION RESEARCH

UNIT I: Introduction to Mass Communication research – meaning of research, Scientific method Characteristics – Steps in research identification and formulation of research problem in communication research.

UNIT II: Basic elements of research – concepts, definitions, variables, hypothesis and causation. Hypothesis – type, of hypothesis – Characteristics of good hypothesis – hypothesis testing. Survey research. Content analysis and historical method. Measurement : Meaning levels and types of measurement.

UNIT III: Sampling in communications Research, Types, their applications and limitations. Methods of data Collection : Interview, questionnaire, observation and case study applications and limitations of different methods.

UNIT IV: Use of statistics in communication research, Basic statistical tools :measures of central tendency (mean, mode and medium) : measures of dispersion (standard deviation), correlation and chisquare.

UNIT V: Data processing, Analysis, presentation and interpretation of data. Use of graphics in data presentation. Writing a research proposal : writing research report – Components and style.

BOOKS FOR REFERENCE:

1. Winner & Dominic : Mass Media Research, an introduction.
2. W. J. Goode & P.K. Hatt : Methods in Social Research
3. Nafziger and White : Introduction to Mass Communication Research
4. Wilkison and Bhandarkar: Methodology and Techniques of Social Science research
5. C. R. Kotari: Research Methodology, Methods and Techniques
6. Hans Raj: Theory and Practice in social Research
7. Pauline : Scientific social surveys and Research

PAPER VII: WRITING FOR MEDIA

UNIT I: Historical background of writing: elements of language – writing as coding of contents language of mediated communication.

UNIT II: Principles and methods of effective writing for mass media communication, general rules of grammar, exceptions in mass media writing use of words, sentences – types and construction, use of tenses in mass media writing.

UNIT III: Use of negatives and double negatives; adjectives and adverbs; transitional devices; redundancy. Methods of attribution, identification, quotation, paraphrasing.

UNIT IV: Script: Concept and Objectives. Script Writing and Presentations (Voice Quality, Modulation & Pronunciation).Steps and Formats of Script Writing. Writing for Anchoring & Compeering includes Announcements.

UNIT V: Translation – meaning, types and principles of translation; translation and rewriting practices in mass media.

BOOKS FOR REFERENCE:

1. Gunther Kress and Theo van Leeuwen, *Reading Images: The Grammar of Visual Design*, Routledge, 1996.
2. Peter Jarvis, *TV Director's Handbook*, Focal Press.
3. Vijayakumar, *Cinema Technique*, NCBH.

4. Arthur Asa Berger, *Scripts: Writing for Radio and Television*, Sage Pub
5. Pat Cooper and Ken Dancyger, *Writing the Short Film*, Focal Press.
6. Paul Mills, *Writing in Action*, Routledge.

PAPER VIII: COMMUNICATION FOR DEVELOPMENT

- UNIT I:** Meaning, concept and process of Development Communication, Development Communication and Society, measures of Development Communication, characteristics of developing countries, Development Communication experience.
- UNIT II:** Theories and paradigms of Development communication, Development Communication dichotomies, problems of Development Communication, participatory Development Communication process with special reference to India.
- UNIT III:** Role of mass media organizations in Development Communication, newspaper, radio, TV, traditional media, PIB, DAVP, Song and Drama Division etc., strategies of Development Communication, role of NGOs in development.
- UNIT IV:** Development support Communication in Agriculture, Health and Family Welfare, Education and Literacy, Environment, Women Empowerment, Poverty and Employment.
- UNIT V:** Case Studies On:
- a) Development Communication Experiences
 - b) Role of NGOs in Development
 - c) Application of Development support Communication in Agriculture / Health and Family Welfare / Literacy.

BOOKS FOR REFERENCE:

1. Kamlesh Mahajan, *Communication and Society*, Classical Publishing Company, New Delhi.
2. K.B. Mathur, *Communication for Development & Social change*, Allied Publishers Ltd.
3. Baldev Raj Gupta, *Mass Communication and Development*.
4. Shrinivas, R. Melkote, *Communication for Development in the Third World: Theory and Practice*,
5. Wilber Schramm, *Mass Media and National Development*, Stanford Caliy, Orthia.
6. Rogers Everette, *Diffusion of Innovation*, The Free Press, New York.

7. S.R. Mehta, Communication and Development : Issues and Perspectives, Rawat Publications
8. Uma Joshi, Understanding Development Communication, Dominant Publishers.

PAPER IX: PROJECT

(Students can choose any one option given below)

Lab Journal: Every Individual need to bring out a Multicolor lab journal of minimum 4 pages in A4 size with original News stories, Features, Photographs, Advertisement, cartoons etc.

Case Study Report: Each candidate should submit an original case study report on any recent issues, current affairs, events, campaigns of journalistic importance for about 5000-6000 words.

Translation: Students should select 5 English News Items and 5 Editorial and translate to Tamil or can do it vice-versa. Students need to stick the news clippings along the report.

Television News Script: Students need to submit a script for a 30 minutes News Bulletin for television in Tamil or English language.

Students need to submit the project on or before 15th October (Calendar Year Admission) and 15th April (Academic Year Admission) i.e. before the commencement of II Year Examinations.
